

## ABSTRACT OF THE DISCLOSURE

An image display apparatus comprises a display section including picture elements for modulating light transmission or reflection, a driving section for performing an addressing scan of the picture elements in such a manner as to successively change light modulation states of the picture elements in each display frame, and a light emitting section for illuminating the display section. The light emitting section is switched ON-OFF once in each display frame, the addressing scan for the picture elements is performed in the OFF state of the light emitting section in each display frame, and the sequence of the addressing scan is reversed every one or more display frames.